The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A method of generating data sets associated with an entity, comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product;

wherein the second data set is generated by a personal computer, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

~~determining when the entity selects a third service or product;~~

~~generating a third data set having a third attribute associated with the third service or product;~~

wherein the third data set is generated by a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity;

generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute;

generating a master data set based on in response to the third data set first, second and third attributes when a portion of data associated with the first attribute matches a portion of data associated with the second attribute and third attribute;

the master data set including a plurality of potential interest elements based on a number of matches between the first and, second and third attributes; and

ranking the potential interest elements in the master data set based on the number of matches between the first and, second and third attributes.

2. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.

3. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. (Currently Amended) The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data~~,~~ and the portion of the data associated with the second attribute comprises textual data ~~and the portion of the data associated with the third attribute comprises textual data~~.

5. (Currently Amended) The method of claim 4 wherein the generating the ~~master~~ third data set based on the first and~~,~~ second ~~and third~~ attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute ~~and third attribute~~; and,

forming the ~~master~~ third data set having a ~~fourth~~ third attribute containing at least a portion of textual data from one of the first and~~,~~ second ~~and third~~ attributes.

6. – 7. (Canceled)

8. (Previously Presented) The method of claim 7 wherein a fourth network device generates the master data set.

9. (Original) The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. - 25. (Canceled)